



Sunset Industrial Area Plan Update

Fact Sheet

The Sunset Industrial Area (SIA) is an approximate 8,900-acre area in unincorporated western Placer County. The SIA is located west of the Highway 65 corridor and situated between the City of Lincoln to the north, the City of Rocklin to the east, and the City of Roseville to the south. For more than 50 years, Placer County has envisioned the SIA as a core employment-generating center that would serve as an economic engine for South Placer County. A successful SIA would create primary wage-earner jobs, fund county-wide services and provide opportunities to achieve a jobs/housing balance in west Placer County.

SIA UPDATE OBJECTIVE

The overall objective of the Sunset Industrial Area Plan update is to re-envision and re-brand the SIA to fully implement the County's long-term vision for the Plan Area and to maximize upon the economic opportunities within the region and to maximize upon the economic opportunities within the region.

MARKET ANALYSIS STUDY

A Market Analysis will be completed for the plan area which will include:

- An overview of existing and recent industrial developments in the surrounding area
- An overview of the competitiveness of the SIA within the Sacramento Region, Bay Area, California and nationally.
- An evaluation of existing and potential development in the SIA with regard to market location, transportation, infrastructure, market positioning, target segment, compatibility of existing uses, tenant profile, and property characteristics.
- An evaluation of the market absorption for all land uses in for commercial the SIA, and an assessment of sufficient market demand for the uses and space.
- Assessment of location-based factors that impact businesses, including availability and cost of land, cost of utilities, workforce, proximity to markets, and taxes.
- Assess the existing backbone infrastructure (e.g., sewer, water, roads, drainage and utilities) and how limitations on infrastructure are a constraint to development in the SIA Plan boundary.



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Project Timeline

First Workshop.....	August 2014
Select Consultant.....	September 2014
Market Trend Analysis.....	October 2014 – January 2015
Presentation of Findings.....	February 2015 – March 2015
Alternatives Plan Preparation.....	March 2015 - April 2015
Design Corridor Standards	May 2015 – June 2015
Infrastructure Analysis and Finance Plan.....	May 2015 – July 2015
Draft Plan Preparation.....	July 2015–September 2015
Final Plan.....	November 2015
Public Meetings.....	Throughout